

CONTINUING EDUCATION CURRICULUM

See proposal Impact (PI) reports to view list of courses and/or programs that may be impacted by the following proposed actions.

Business Management

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| <p>*632 SMALL BUSINESS SKILLS</p> <p>This course provides students with the business practices and skills needed to grow an existing small business. Students will learn the roles of the entrepreneur, goal setting, communication best practices, negotiation skills and business processes to increase profits and manage a growing business. Topics include developing a vision statement, establishing a healthy business and personal lifestyle, time management, effective delegation techniques and redesigning business processes. (FT)</p> | <p>Offered At: None</p> <p>Action(s) Proposed: New Course <i>Approved</i></p> <p>Originating Campus: Continuing Education</p> <p>Effective: Spring 2016</p> |
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Business Management

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| <p>*633 SMALL BUSINESS SALES</p> <p>This course provides students with trust-based sales strategies needed to grow an existing small business. Students will learn about building trust with customers, sales ethics, understanding buyers and developing a sales team that are fundamental to increase profits. Topics include customer relationship management, sales prospecting, developing presentations and creating mutual opportunities. Students will learn sales fundamentals and select strategies to promote small business growth. (FT)</p> | <p>Offered At: None</p> <p>Action(s) Proposed: New Course <i>Approved</i></p> <p>Originating Campus: Continuing Education</p> <p>Effective: Spring 2016</p> |
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Business Management

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| <p>*634 SMALL BUSINESS MARKETING</p> <p>This course provides students with the marketing principles, practices, and strategies needed to grow an existing small business. Students will learn about market research, product, distribution, promotion and pricing tactics used to increase profits. Topics include advertising, public relations, social media and product development. Students will learn how to understand marketing fundamentals and select strategies for small business growth. (FT)</p> | <p>Offered At: None</p> <p>Action(s) Proposed: New Course <i>Approved</i></p> <p>Originating Campus: Continuing Education</p> <p>Effective: Spring 2016</p> |
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Approved

**Curriculum Instructional Council
Actions Approved – September 10, 2015**

PROGRAM CHANGES

*Business Management

New Program- *Approved*

Business Management- Continuing Education: Spring 2016

Certificate of Completion Small Business Growth

*Computer and Information Science

New Program- *Approved*

Computer and Information Science- Continuing Education: Spring 2016

Certificate of Completion Desktop Technician

*Business Information Technology

Program Revision- *Approved*

Business Information Technology- Continuing Education: Spring 2016

Certificate of Completion Administrative Assistant

*Business Information Technology

Program Revision- *Approved*

Business Information Technology- Continuing Education: Spring 2016

Certificate of Completion Network Security Specialist